

ABSTRACT OF THE DISCLOSURE

A computerized method for managing electronic data configured to enable the generation of paper and electronic solicits for effectuating consumer service transactions between a consumer and a service center. The method allows for
5 selecting populations for receiving paper and/or electronic solicits for purchase of extended warranties generated as a function of consumer and product related data. The method also allows for the consumer and product data to be copied to Web based solicit response tables and for the scheduling and generation of electronic solicits via email delivery. Each email also contains a unique and personalized link that permits
10 the consumer to link directly to a Web page menu that includes data indicative of warranty services that may be purchased by that consumer. Warranty service data of the paper solicit, the electronic solicit and the Web based solicit are synchronized so the consumer will receive the same data in each medium. Feedback is provided to the service center to suppress further solicits once the consumer has made a purchase.